

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

APPLICANTS: Donald R. Turnbull et al.  
PATENT NO.: 7,089,237 B2  
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TITLE: Interface and System for Providing Persistent Contextual Relevance  
for Commerce Activities in a Networked Environment  
ATTY. DKT. NO.: 24207-08969

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ATTENTION: DECISION AND CERTIFICATE OF CORRECTION  
BRANCH OF THE PATENT ISSUE DIVISION

**REQUEST FOR CERTIFICATE OF CORRECTION**

SIR:

Applicants request a Certificate of Correction, correcting the errors in the printed patent, as set forth on the attached Form PTO-1050.

The Applicant submits that no fee is due for correction, as the errors were made by the Patent and Trademark Office. Attached is a copy of Amendment B, dated April 10, 2006, that accompanied the Notice of Allowability.

Attached hereto are duplicate Forms PTO-1050, with at least one copy that is suitable for printing.

Applicant kindly requests the following changes:

Claim 9, Column 25, Line 56, replace "byte" with --by the--.

This error is shown in Amendment B, claim 59, line 6.

Claim 14, Column 26, Line 64, replace "within the a context" with --within a context--.

This error is shown in Amendment B, claim 64, line 16.

Respectfully submitted,

Dated: September 7, 2006

By: /Robert R. Sachs/

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>APPLICANT(S):</b>	Donald R. Turnbull and Hinrich Schuetze
<b>APPLICATION NO:</b>	<b>09/770,702</b>
<b>FILING DATE:</b>	January 26, 2001
<b>TITLE:</b>	Interface and System for Providing Persistent Contextual Relevance for Commerce Activities in a Networked Environment
<b>EXAMINER:</b>	Chongshan Chen
<b>GROUP ART UNIT:</b>	2162
<b>ATTY. DKT. NO.:</b>	24207-08969/US

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**AMENDMENT B**

SIR:

This amendment is made in response to the Office Action dated February 14, 2006. Please amend the application as follows:

Amendments to the claims begin on page 2.

Remarks begin on page 8.

## IN THE CLAIMS

Amend claims 51, 64, and 70 as follow:

1-50. (Cancelled)

51. (Currently Amended) A method for interacting with an information repository, the repository storing objects in an object space, a user accessing the object space through a network interface application, the method comprising:

executing a personalized relevance interface application within the network interface application, the personalized relevance interface application adaptively maintaining a collection of content pointers accessible by the network interface application, each content pointer corresponding to an object within the object space, the collection of content pointers organized as a grouping of sets of indicia;

generating a subject keyword;

evaluating with the personalized relevance interface application the subject keyword and automatically retrieving from the object space with the network interface application objects relevant to the subject keyword each retrieved object associated with the content indicia; and

organizing and displaying the retrieved objects with the personalized relevance interface application in accordance with a relevance context associated with at least one user.

52. (Previously presented) The method according to claim 51, further comprising:

maintaining a historical record of object interaction by a user;

enabling storage or selection of preferred objects by a user; and

wherein the relevance context of the at least one user is derived at least in part from the preferred objects selected by the user as indicated in the historical record.

53. (Previously presented) The method according to claim 51, wherein the network interface application comprises a network browser application configured to display content defining an object, the personalized relevance interface application automatically generating the subject keyword from the content of a displayed object.

54. (Previously presented) The method according to claim 51, wherein the network interface application comprises a network browser application configured to display content defining an

object, the personalized relevance interface application automatically generating the subject keyword in response to a user input of one or more keywords.

55. (Previously presented) The method according to claim 51, wherein organizing and displaying the retrieved objects comprises evaluating a historical record of user behavior with respect to the displayed objects.

56. (Previously presented) The method according to claim 55, wherein the user behavior is selected from the group consisting of a user dwell time at a particular object, a number of repeat visits to a particular object, and a number of purchases made from a particular Web site.

57. (Previously presented) The method according to claim 55, further comprising:  
the personalized relevance interface application establishing a catalog of relevant object collections based upon the historical record of user behavior; and  
the personalized relevance interface application automatically populating the catalog with relevant object collections based upon the historical record of user behavior.

58. (Previously presented) The method according to claim 57, wherein the catalog comprises a listing of object space domains.

59. (Previously presented) A method for interacting with an information repository, the repository storing objects in an object space, a user accessing the object space through a network interface application, the method comprising:

executing a personalized relevance interface application within the network interface application, the personalized relevance interface application adaptively maintaining a

\* collection of content pointers accessible by the network interface application, each  
content pointer corresponding to an object within the object space, the collection of  
content pointers organized as a grouping of sets of indicia; \*

accessing a particular object within the object space with the network interface application;

receiving a request for a relevance search for the accessed object;

evaluating with the personalized relevance interface application a content indicia of the particular object accessed and automatically retrieving an additional set of objects from the object space, each retrieved object associated with the content indicia; and

organizing and displaying the additional set of objects with the personalized relevance interface application in accordance with a relevance context derived from the collection of content pointers.

60. (Previously presented) The method according to claim 59, wherein evaluating a content indicia further comprises:

reading content from a network domain; and  
ordering the read content so as to establish a keyword context collection defining the content indicia evaluated by the personalized relevant interface application.

61. (Previously presented) The method according to claim 59, further comprising the personalized relevant interface application:

searching the indicia groupings of the collection of content pointers;  
comparing each grouping indicia to the keyword context collection;  
assigning an index to each grouping indicia that matches a keyword context from the keyword context collection; and  
accessing pages of a network domain in accordance with the assigned index, the accessed pages having content corresponding to a keyword context matching a grouping indicia of the collection of content pointers.

62. (Previously presented) The method according to claim 61, wherein the network domain comprises an electronic commerce site, the site further including a plurality of content pages organized in accordance with a product hierarchy and, wherein the collection of content pointers comprises a hierarchical organization of user defined recommended content sites, the personalized relevance interface application extracting particular ones of content pages from an accessed domain in accordance with a relevance model based upon a user's hierarchical organization of recommended content sites.

63. (Previously presented) The method according to claim 62 further comprising displaying only those content pages which are extracted in accordance with the relevance model.

64. (Currently amended) A method for interacting with an information repository, the repository storing object in an object space, a user accessing the object space through a network interface application, the method comprising:

executing a personalized relevance interface application within the network interface application, the personalized relevance interface application adaptively maintaining a collection of content pointers accessible by the network interface application, each content pointer corresponding to an object within the object space, the collection of content pointers organized as a grouping of sets of indicia;  
enabling a user to browse through a plurality of objects within the object space using the personalized relevance interface application;  
enabling the user to access particular ones of the objects; and  
evaluating with the personalized relevance interface application a content indicia of the particular objects accessed and automatically retrieving an additional set of objects from the object space, each retrieved object associated with content indicia;  
assigning with the personalized relevance interface application each such accessed object to a position within the a context relevant hierarchy; and  
organizing and displaying the additional set of objects with the personalized relevance interface application in accordance with the context relevant hierarchy.

65. (Previously presented) The method according to claim 64, further comprising:  
evaluating a content indicia of each object accessed; and  
displaying with the personalized relevance interface application the context relevant hierarchy to the user in accordance with a ranking order determined by a user profile associated with the user.

66. (Previously presented) The method according to claim 65, wherein the user profile comprises a relevance model, the relevance model adaptively redefining the context relevant hierarchy in accordance with objects accessed by a user.

67. (Previously presented) The method according to claim 64, wherein the information repository comprises object information from a plurality of network domains, each including a plurality of content pages organized in accordance with a product hierarchy and, wherein the collection of content pointers comprises a hierarchical organization of user defined recommended content sites, the personalized relevance interface application assigning particular ones of content pages from an accessed domain to the collection of content pointers in accordance with a user's hierarchical organization of recommended content sites.

68. (Previously presented) The method according to claim 66, the relevance model adaptively redefining the context relevant hierarchy in accordance with a user's browsing interaction metric.

69. (Previously presented) The method according to claim 68, wherein the user's browsing interaction metric is selected from the group consisting of a user dwell time at a particular page, a number of repeat visits to a particular page, a time of day at which a user visits a page, a time of year, a system type used to access a page, and a number of purchases made from a particular domain.

70. (Currently Amended) A method for interacting with an information repository, the repository storing objects in an object space, a user accessing the object space through a network interface application, the method comprising the steps of:

executing a personalized relevance interface application within the network interface application, the personalized relevance interface application adaptively maintaining a collection of content pointers accessible by the network interface application, each content pointer corresponding to an object within the object space, the collection of content pointers organized as a grouping of sets of indicia;

establishing with the personalized relevance interface application a context relevant organization, the context relevant organization structured to contain a set of objects, the objects categorized in accordance with a user defined relevance metric;

enabling a user to browse through a plurality of objects within the object space using the personalized relevance interface application;

enabling the user to access particular ones of the objects; ~~and~~

evaluating with the personalized relevance interface application a content indicia of each object accessed and automatically retrieving an additional set of objects from the object space, each retrieved object associated with content indicia;

assigning with the personalized relevance interface application each such accessed object to a position within the context relevant organization; and

adaptively arranging with the personalized relevance interface application the position of accessed objects in the context relevant organization in accordance with a user's browsing interaction behavior metric describing user behavior.

71. (Previously presented) The method according to claim 70, wherein the collection of content pointers is adaptively defined in accordance with the context relevant organization.

72. (Previously presented) The method according to claim 70, wherein the information repository comprises a object information from a plurality of network domains, at least one domain including a plurality of content pages organized in accordance with a product hierarchy and, wherein the context relevant organization comprises a hierarchical organization of user defined recommended content sites, the personalized relevance interface application assigning particular ones of accessed objects to the collection of content pointers.

73. (Previously presented) The method according to claim 72, further comprising:  
generating at least one subject keyword;  
searching the plurality of network domains with the network interface application, in accordance with the at least one subject keyword;  
retrieving content page pointers from the network domains, each retrieved content page pointer associated with the at least one subject keyword; and  
organizing and displaying the retrieved content page pointers using the personalized relevance interface application in accordance with a relevance context derived from the context relevant organization.

74. (Previously presented) The method according to claim 73, wherein the network interface application comprises an Internet browser application configured to display content defining an object, the personalized relevance interface application automatically generating the at least one subject keyword from the content of a displayed object.

75. (Previously presented) The method according to claim 70, further comprising:  
maintaining a record of browsing interaction behavior metrics by a user;  
enabling storage or selection of preferred objects by a user; and  
deriving the relevance context from the record of browsing interaction behavior metrics.

76. (Previously presented) The method according to claim 75, wherein maintaining a record of browsing interaction behavior metrics further comprises analyzing user behavior with respect to displayed objects, and deriving the relevance context from the user behavior.

77. (Previously presented) The method according to claim 76, wherein the user behavior is selected from the group consisting of a user dwell time at a particular object, a number of repeat visits to a particular object, a time of day, a time of year, a system used to access an object, and a number of purchases made from a particular Web domain.

## REMARKS

Claims 51-77 are pending in this application. Claims 1-50 have been previously cancelled. Claims 51-58, and claims 64-77 were rejected. Claims 59-63 were indicated as being allowable.

The Examiner objected to the claims for incorrect numbering. The claims are herein submitted with the correct numbering.

Claim 64 has been amended to correct the antecedent basis of the phrase "a context relevant hierarchy."

Claims 51-58, 64-66, 68-71, and 75-77 were rejected under 35 U.S.C. §102(e) as being anticipated by Bharat; claims 67 and 72-74 were rejected under 35 U.S.C. §103(a) as being unpatentable over Bharat.

The Examiner indicated that claims 59-63 were allowable, and further indicated that the prior art of record does not disclose or suggest "*evaluating with the personalized relevance interface application a content indicia of the particular object accessed and automatically retrieving an additional set of objects from the object space, each retrieved object associated with the content indicia*" as recited in claim 59. While Applicants do not agree that Bharat discloses or suggests the subject matter of claims 51-58 and 64-77, in the interests of advancing prosecution, the other independent claims 51, 64, and 70 have been amended to recite limitations consistent with the above limitation of claim 59. Accordingly, all claims should now be allowable.

If the Examiner has any questions concerning this Response, the Examiner is invited to telephone Applicants' representative at (415) 875-2410.

Respectfully submitted,  
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Dated: April 10, 2006

By: 

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